

**MINUTES  
CITY OF LONSDALE  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
JANUARY 16, 2014**

**1. CALL TO ORDER**

Furrer called the meeting to order at 7:04 am in the City Council Chambers at 415 Central St. W.

**MEMBERS PRESENT:**

Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden

**MEMBERS ABSENT:**

Prigge

**STAFF PRESENT:**

Joel Erickson, City Administrator

**OTHERS PRESENT:**

Evelyn Duban

**2. AGENDA**

Furrer asked if there were any additions, deletions or corrections to the agenda. A motion was made by Daleiden and seconded by Kuchinka to approve the agenda as presented. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

**3. APPROVAL OF THE MINUTES FROM THE DECEMBER 19, 2013  
REGULAR**

Furrer asked if there were any additions, deletions or corrections to the minutes. A motion was made by Kuchinka and seconded by Daleiden to approve the minutes of the December 19, 2013 regular meeting. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

**4. CONSIDER APPROVAL OF THE DECEMBER 2013 TREASURER'S  
REPORTS AND MONTHLY BILL(S)**

Erickson said December had a beginning balance of \$236,019.50, revenues of \$916.12 and expenses of \$167.33 for an ending balance of \$236,768.29. A motion was made by Daleiden and seconded by Pierskalla to approve the December 2013 Treasurer's Report and monthly bill(s). Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

**5. OLD BUSINESS**

a. Discuss Lonsdale Business Park Name

Erickson said this was discussed at the last meeting and the Board wanted to discuss it further at this meeting. He said there was no formal naming process taken but staff did discuss naming it after natural features found on the site such

as “Pine Ridge” Business Park, “Garfield Ave” Business Park, etc. He said the name of the business park is not as important or used as much as a residential neighborhood, where residents use it to tell people where they live. He said all he has heard people call the business park is the “Business Park”. He said the plat name is Lonsdale Business Park and recommended not changing the name. Pierskalla said he asked about the name at the last meeting because “Lonsdale Business Park” is not his first recommendation. The consensus of the Board was to not change the name of the business park.

## **6. NEW BUSINESS**

### **a. Election of Officers**

Erickson said January is the EDA’s Annual Meeting and in the past, the Annual Meeting has been when elections are held. He recommended the Board conduct election of Officers. Erickson said current Officer positions are held by: President – Bruce Lieske, Vice-President – Evelyn Duban, Secretary – Joel Erickson, Treasurer – Tami Brokl. A motion was made by Furrer and seconded by Kuchinka to nominate: Bruce Lieske for President, Cindy Furrer for Vice-President, Joel Erickson for Secretary, Tami Brokl for Treasurer. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

A motion was made by Furrer and seconded by Daleiden to close nominations. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

A motion was made by Furrer and seconded by Pierskalla to cast a unanimous ballot for election of President, Vice-President, Secretary and Treasurer. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

### **b. Lonsdale 1<sup>st</sup> Program Drawing**

Erickson said based on the number of completed cards submitted, which are to be about two-thirds the amount submitted in prior years, interest in the program seems to be down. Kuchinka said he made purchases at several participating businesses and was not asked to participate in the program. Pierskalla said more marketing needs to be done and suggested a survey be sent to participating businesses to get feedback. The Board discussed questions such as:

1. What can the EDA do differently to increase participation?
2. Is the length of the program sufficient?
3. Do different prizes need to be offered?
4. Is the program worthwhile?

Erickson said he would send a survey out to participating businesses to get feedback. The drawing for prizes was conducted and the following were winners:

1. \$300.00 – Mary Semmer

2. \$100.00 – Ken Flicek
3. \$100.00 – Jason Enfield
4. \$50.00 – Leigh Ann Curtis
5. \$50.00 – Kathleen Riech
6. \$50.00 – Donna Halverson
7. \$50.00 – Shanna Kupp

c. Discuss and Establish Goals for 2014

Erickson reviewed the goals established for 2013 and accomplishments of the EDA. He said at the last meeting, the Board discussed marketing and the business park as goals for 2014. Daleiden said the EDA is currently working on marketing. Furrer asked if the Board wanted to strip parking stalls in the business district of Main Street. The Board held general discussion on it and if handicapped parking would be required. Erickson said he would discuss requirements and permits with the Rice County Engineer. The Board set the following goals for 2014:

1. Business Park;
2. Marketing:
  - a. update current brochures to be more professional);
3. Downtown Beautification:
  - a. Stripping Main Street
  - b. Review buildings that need to be rehabilitated
4. Submit a Small Cities Development Program Grant (SCDP)

A motion was made by Zellner and seconded by Kuchinka to approve the goals for 2014. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried.

d. Video Marketing Idea Brainstorming

Erickson said he and Board members Daleiden and Kuchinka met with Dan Rollins of LiveWire Films to brainstorm video content and the production schedule. He said the Board needs to finalize the content and schedule of the video releases. The Board discussed the following video content and schedule:

1. January:
  - a. State of the City / Mayor's Report
  - b. Winter activities
  - c. Advisory Boards
2. February:
  - a. Lonsdale history
  - b. Lonsdale Area Chamber of Commerce (resource guide)
3. March:
  - a. Business Park, Rolling Ridge Market Place, Main St. (available properties);

- b. PSA's - Baseball/softball signups
  - c. New housing starts – reasons why (builders/residents)
4. April:
- a. Business Park
  - b. PSA's – spring clean-up, garage sales, Community Education
  - c. Park/trail system
  - d. Long-term resident – why still living in Lonsdale, dramatic changes in Lonsdale over lifetime
5. May:
- a. Business Park
  - b. PSA's - “Save the Date” – summertime community events, school out – watch for kids riding bikes (out and about)
6. June:
- a. Business Park
  - b. City budget process
  - c. PSA's – churches, non-profits, local fairs
7. July:
- a. PSA's – Night to Unite, Community Days, Main St. businesses
  - b. Highlight City Department(s)
8. August:
- a. PSA's - School beginning

The Board discussed who should be interviewed and recommended:

1. Mayor Tim Rud
2. City Administrator Joel Erickson
3. School superintendents/Holy Cross Catholic School Principle
4. Bonnie Novak
5. Laura Prigge
6. Gale Marchand
7. Lonsdale Ambassadors

The Board discussed having the following businesses part of the video:

1. Lonsdale Country Market
2. Lonsdale Telephone & Video Ventures
3. Generations Home & Building Center
4. Fred's MarketPlace
5. Snap Fitness
6. Attorney
7. Thompson Woodcraft
8. Telamco

9. Advanced Resource Manufacturing
10. CTM Services
11. Tim's Small Engine Services
12. Festival Sound
13. Churches
14. Lonsdale Area Chamber of Commerce
15. 3R Landmark School (inside video/students of the school)
16. Civic organizations (Lions, scouts, etc.)
17. SkyWarn

The Board also discussed having one person being the "voice" of the videos for consistency and having a link to all videos on city employee emails.

e. Billboard

Erickson said he will continue to work on getting the billboard approved by MnDoT and will provide an update at the next meeting.

**7. OTHER BUSINESS**

a. Additional Items to be Discussed

None

b. Items for the February 20, 2014 Agenda

The Board requested that the following items be placed on the February 20, 2014 agenda: (1) video marketing/marketing in general (2) billboard (3) booth amenities such as table, table skirt, backdrop, etc. (4) Lonsdale First! survey results, downtown beautification (stripping).

**8. ADJOURNMENT**

A motion was made by Furrer and seconded by Zellner to adjourn the meeting at 9:05 am. Vote for: Zellner, Furrer, Lieske, Kuchinka, Pierskalla and Daleiden. Against: None Vote 6-0. Motion carried. Zellner thanked Evelyn Duban for her service and dedication to the EDA over the years. Duban said she appreciated the thank you.

Respectfully Submitted:

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Joel A. Erickson, City Administrator